Bemidji State University

MASC 4840: Portfolio

A. COURSE DESCRIPTION

Credits: 3
Lecture Hours/Week: *.*
Lab Hours/Week: *.*
OJT Hours/Week: *.*
Prerequisites: None
Corequisites: None
MnTC Goals: None

This course helps students organize and complete a professional portfolio. Students will present their portfolio to faculty and media professionals, and they will receive a constructive, one-on-one evaluation of their work from a variety of media, marketing and advertising professionals. Prerequisite(s): MASC 2780, Mass Communication or Marketing Communication major and have senior status.

B. COURSE EFFECTIVE DATES: 08/27/2018 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Career and professional development
2. Critical analysis
3. Interpersonal communication skills
4. Professional networking

D. LEARNING OUTCOMES (General)

1. critique classmate’s portfolios.
2. develop and design a professional portfolio for their desired field.
3. organize and present the work that they have created throughout their college career.
4. discuss and report the components of a professional portfolio.
5. receive and incorporate feedback from professionals in the field.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted